



# Digital Marketing Strategy

An integrated  
approach to online  
marketing

Simon Kingsnorth



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**[www.koganpage.com/DigitalMarketingStrategy](http://www.koganpage.com/DigitalMarketingStrategy)**

## ABOUT THE AUTHOR



Simon Kingsnorth is a strategic marketing leader who has built and led marketing departments and consulted to businesses across the world. He has specialized in digital for many years and run campaigns across all digital channels but also has experience running most offline channels. He has a passion for digital-first cultures but above all has a belief that integrated, client-centric strategies should be the focus for most organizations.

Simon has worked client-side for a wide range of organizations including start-ups, small and medium-sized enterprises (SMEs) and global businesses across a range of business to consumer (B2C) and business to business (B2B) industries and has also been fortunate enough to work with many leading agencies. He is a contributing author to the books *Understanding Digital Marketing* and *Understanding Social Media*.

Simon also has too many hobbies to count including photography, music and history but the things Simon is most proud of are his two wonderful boys.